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Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 CIAE-00
EB-07 INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15
PRS-01 /079 W
----------191604Z 086568 /44
R 191230Z MAY 77
FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 7717
INFO AMEMBASSY BRASILIA
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AMCONGEN MILAN
AMEMBASSY BUENOS AIRES
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AMEMBASSY LIMA
AMEMBASSY LA PAZ
AMEMBASSY BOGOTA
AMEMBASSY CARACAS

UNCLAS SECTION 1 OF 2 SAO PAULO 1266/1

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: INAUGURATION OF U.S. TRADE CENTER SAO PAULO, BRAZIL

SUMMARY: UNDER MOST AUSPICIUOUS CIRCUMTANCES, THE NEWUNITED
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STATE TRADE CENTER AT SAO PAULO. BRAZIL, ESTABLISHED TO SER-
VICE THE RAPIDLY DEVELOPING BRAZILIAN MARKET, WAS FORMALLY
INAUGURATED ON MAY 16. THE SPECIAL PROGRAM CO-SPONSORED BY
THE AMERICAN CHAMBERS OF COMMERCE FOR BRAZIL AND THE U.S.
TRADE CENTER RECEIVED EXCELLENT EXTENSIVE PRESS COVERAGE.
THE WEEK-LONG INAUGURAL PROGRAM NOW UNDERWAY, WAS SPECIALLY
PLANNED TO INCREASE BRAZILIAN AWARENESS OF THE POSITIVE CONTRI-

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BUTIONS OF U.S. BUSINESS TO BRAZIL AND TO GIVE A SURE FOOTING
TO THE NEW U.S. TRADE CENTER IN BRAZILIAN BUSINESS LIFE.
THE INAUGURAL CEREMONY WAS HONORED WITH THE PRESENCE OF ASSIS-
TANT SECRETARY OF COMMERCE FRANK A. WEIL REPRESENTING SECRE-
TARY OF COMMERCE JUANITA M. KREPS, U.S. AMBASSADOR TO BRAZIL
JOHN HUGH CRIMMINS, AND OFFICIALS AND DEGNITARIES FROM THE
BRAZILIAN ECONIMIC AND COMMERCIAL WORLD. END SUMMARY.

1. THE UNITED STATES TRADE CNETER, SAO PAULO, BRAZIL, WAS
FORMALLY INAUGURATED ON MAY 16, IN CEREMONIES AT FIVE P.M.
LOCAL TIME, BEFORE AN OVERFLOW CROWD OF OVER 500 BRAZILIAN
AND AMERICAN BUSINESS, GOVERNMENT, AND I INSTITUTIONAL LEA-
DERS, SPEAKING AT THE INAUGURAL CEREMONY WERE ASSISTANT SECRE-
TARY OF COMMERCE FRANK A. WEIL U.S. AMBASSADOR TO BRAZIL
JOHN HUGH CRIMMINS, ACTING BRAZILIAN MINISTER OF INDUSTRY
AND COMMERCE LYCIO DE FARIA, SAO PAULO STATE SECRETARY OF
THE TREASURY MURILO MACEDO REPRESENTING THE GOVERNOR OF SAO
PAULO, AND U.S. TRADE CENTER DIRECTOR MARTIN G. HEFLIN.

2. IN HIS REMARKS, ASSISTANT SECRETARY WEIL DECLARED, WE ARE
STANDING, I THINK, AT A MOST IMPORTANT MILESTONE IN RELATIONS
BETWEEN BRAZIL AND THE UNITED STATES. A TRADE CENTER LIKE
THIS ONE CAN SERVE MANY USEFUL PURPOSES. WE HOPE IT WILL BE
AND WE WANT IT TO BE AN ATTRACTIVE SHOWCASE IN WHICH THE MOST
UP-TO-DATE PRODUCTS OF U.S. INDUSTRY ARE DEMONSTRATED TO THE
BRAZILIAN BUSINESS COMMUNITY." HE WENT ON TO SAY THAT "THIS
CEREMONY SYMBOLIZES A REDEDICATION TO THE PRINCIPLES OF COMMER-
CIAL FRIENDSHIP AND CULTURAL EXCHANGE THAT BIND OUT TWO COUNTRIES
TOGETHER." ASSISTANT SECRETARY WEIL CONCLUDED BY OBSERVING
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THAT "IN THE WEEKS AND MONTHS AHEAD THIS TRADE CENTER WILL
HOST MANY TRADE SHOWS. TRADE MISSIONS, CATALOG SHOWS, TECH-
NICAL WORKSHOPS AND SYMPOSIA. EACH ONE WILL BE GEARED TO
BRAZIL'S PECIAL INTEREST AND NEEDS. AS WE PROCEED IN THIS EN-
DEAVOR, I AM CONFIDENT THAT THE COMMON INTEREST OF BRAZIL
AND THE UNITED STATES WILL BE EVEN MORE FIRMLY AND MORE PRO-
FITABLY JOINED".

3. FOLLOWING THE SPEECHES, A CEREMONIAL RIBBON WAS UNITED
BY THE FIVE SPEAKERS, JOINED BY SAO PAULO CONSUL GENERAL
FREDERIC L. CHAPIN AND USDOC DIRECTOR OF OIM, RICHARD GARNI-
TZ. THIS BRIEF CEREMONY WAS FOLLOWED BY A RECEPTION DURING
WHICH THE GUESTS WERE INVITED TO VISIT ALL TRADE CENTER FA-
CILITIES AS WELL AS THE OFFICES OF BOTH THE TRADE CENTER STAFF
AND THE STAFF OF THE ECONOMIC AND COMMERCIAL SECTION OF THE
CONSULATE GENERAL WHICH HAS OFFICES IN THE TRADE CENTER BU-
ILDING.

4. MEDIA COVERAGE WAS EXTENSIVE BOTH BEFORE AND AFTER THE

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INAUGURATION. ARTICLES ON THE NEW TRADE CENTER APPEARED IN ALL MAJOR SAO PAULO AND RIO DE JANEIRO NWESPAPER, AND THE GAZETA MERCANTIL, THE LEADING BRAZILIAN BUSINESS DAILY, FEATURED AN INTERVIEW WITH THE TRADE CENTER DIRECTOR FIVE DAYS BEFORE THE CENTER WAS INAUGURATED. FOUR MAJOR TELEVISION NETWORKS COVERED THE OPENING CEREMONIES. ASSISTANT SECRETARY WEIL, WHOSE SPEECHES, MEETINGS AND INTERVIEWS IN SAO PAULO, RIO DE JANEIRO, AND BRASILIA WERE EXTENSIVELY COVERED NATIO-NALLY, GENERATED ADDITIONAL FAVORABLE PUBLICITY FOR THE NEW TRADE CENTER.

5. THE INAUGURAL PROGRAM, CO-SPONSORED BY THE TRADE CENTER AND THE AMERICAN CHAMBERS OF COMMERCE FOR BRAZIL, WAS A UNIQUUE EVENT, NOT A REGULAR TRADE CENTER EXHIBITION. IT WAS DESIGNED TO FURTHER THE INTERESTS OF AMERICAN BUSINESS AND INDUSTRY IN BRAZIL AND TO BUILD A FIRM FOUNDATION FOR THE ACCEPTANCE AND THE FUTURE SUCESS OF THE TRADE CENTER
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IN BRAZIL.

6. THROUGH DISPLAYS OF PRODUCTS OF 32 REPRESENTATIVES U.S. SUBSIDIARIES OPERATING IN BRAZIL, THE AMERICAN CHAMBERS ARE DEMONSTRATING THE VERY REAL CONTRIBUTIONS U.S. BUSINESS IS MAKING TO THE GROWTH AND PROSPERITY OF BRAZIL.

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ACTION COME-00

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 CIAE-00
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AMEMBASSY SINGAPORE
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7. EACH DAY DURING THIS INAUGURAL WEEK ACTIVITIES ARE BEING HELD DAILY TO CARRY THIS MESSAGE TO THE WIDEST NUMBER OF BRAZILIAN OPINION AND DECISION MAKERS IN BUSINESS, GOVERNMENT, INSTITUTIONS, AND THE MEDIA. THE 32 PARTICIPATING FIRMS AND THE AMERICAN CHAMBERS OF COMMERCE ARE DRAMATICALLY DEMONSTRATING
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THAT U.S. INDUSTRY AND BUSINESS ARE MAKING VITAL CONTRIBUTIONS TO BRAZIL BY INTRODUCTING MODERN TECHNOLOGY, PROVIDING THE LATEST U.S. WORKERS, PROVIDING EMPLYMENT, AND OTHERWISE HELPING BRAZIL TO REACH THE STATUS OF A FULLY DEVELOPED NATION.

8. FOLLOWING IS THE SCHEDULE OF EVENTS DURING THE INAUGURAL WEEK:

MONDAY, MAY 16 -
INAUGURAL CEREMONY DESCRIBED ABOVE.

TUESDAY, MAY 17 - FRIDAY, MAY 20, 2:00 PM - 9:00 PM

TRADE CENTER OPEN BY INVITATION TO POTENTIAL CUSTOMERS, AGENTS AND DISTRIBUTORS, AND OTHER APPROPRIATE PERSONS.

TUESDAY EVENING: AMERICAN CHAMBER DIRECTOR' RECEPTION FOR SELECT BRAZILIAN BUSINESSMEN.

WEDNESDAY, MAY 18 - 9:00 AM - 5:00 PM
AMERICAN CHAMBER OF COMMERCE A EXPORT SEMINAR FOR 75 BRAZILIAN INDUSTRIAL PARTICIPANTS.

INDUSTRIAL PARTICIPANTS.

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THURSDAY, MAY 19 - 9:00 AM - 5:00 PM

AMERICAN SOCIETY DAY. THE CENTER WILL BE OPEN TO THE
AMERICAN COMMUNITY, ALMOST EXCLUSIVELY BUSINESS-
ORIENTED, ALL DAY.

THURSDAY EVENING.

AMERICAN SOCIETY RECEPTION FOR BRAZILIAN COMMUNITY AND BUSINESS
LEADERS.

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FRIDAY, MAY 20 - EVENING

CONSULATE GENERAL ECONOMIC/COMMERCIAL SECTION RECEPTION
FOR AGENTS, DISTRIBUTORS, ECONOMISTS, AND SELECT
ACADEMICIANS IN BUSINESS ADMINISTRATION AND ECONOMICS.

9. THE TRADE CENTER MESSAGE IN THE INAUGURAL PROGRAM IS THAT
THE GREAT PROGRESS ALREADY ACHIEVED BY BRAZILIAN INDUSTRY
AND U. S. SUBSIDIARIES HAS BEEN POSSIBLE BECAUSE BRAZIL HAS
IN THE PAST IMPORTED THE CAPITAL EQUIPMENT AND TECHNOLOGY
NECESSARY TO REACH EVER HIGHER PLATEAUS OF SOPHISTICATED
ECONOMIC GROWTH. AND SINCE IT IS PRECISELY THESE THINGS
THE NEW U. S. TRADE CENTER PLANS TO OFFER BRAZIL, IT SHOULD
BE A WELCOME AND IMPORTANT ADJUNCT IN BRAZILIAN ECONOMIC
LIFE.

10. WHILE THE AMERICAN CHAMBER MEMBER PARTICIPANTS IN THIS
INAUGURAL PROGRAM ARE NECESSARILY MAJOR U. S. CORPORATIONS,
THE TRADE CENTER PRESS RELEASES, PUBLICATIONS, AND STATE-
MENTS BY THE DIRECTOR AND OTHER OFFICERS EMPHSIZE THAT REGULAR
EXHIBITION WILL SEEK TO ASSIST PRIMARILY NEW TO MARKET SMALL
AND MEDIUM FIRMS, WHO HAVE EQUIPMENT AND TECHNOLOGY WITH GOOD
PROSPECTS IN BRAZIL.

11. IN CONCLUSION, THE INAUGURAL CEREMONY WAS AN OUTSTANDING
SUCCESS, ATTRACTING TWICE AS MANY KEY PEOPLE AS EXPECTED
AND RECEIVING EXCELLENT MEDIA COVERAGE, AND THE WEEK-LONG
PROGRAM PROMISES TO ACHIEVE BOTH THE INTERRELATED
OBJECTIVES OF THE AMERICAN CHAMBERS OF COMMERCE FOR
BRAZIL AND THE NEW TRADE CENTER DESBRIBED ABOVE.
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Message Attributes

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TAGS: BEXP, BR
To: STATE
Type: TE
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Review Markings:
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